



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0030885057** | File Number: **CPR-124873** | Submit Date: **10/10/2011** | Call Sign: **WQOW** | Facility ID: **64550** | City:
EAU CLAIRE | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/10/2011 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2011

General Information

| Section | Question | Response |
|-------------|--|----------|
| Attachments | Are attachments (other than associated schedules) being filed with this application? | |

Applicant
Information

Applicant Name, Type, and Contact Information

| Applicant | Address | Phone | Email | Applicant Type |
|-----------|---------|-------|-------|----------------|
|-----------|---------|-------|-------|----------------|

Contact
Representatives
(0)

| Contact Name | Address | Phone | Email | Contact Type |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

Children's
Television
Information

| Section | Question | Response |
|--------------|-----------------------|---------------------|
| Station Type | Station Type | Network Affiliation |
| | Affiliated network | ABC,CW,THIS,NBC |
| | Nielsen DMA | LaCrosse-Eau Claire |
| | Web Home Page Address | www.wqow.com |

Digital Core
Programming

| Question | Response |
|---|----------|
| State the average number of hours of Core Programming per week broadcast by the station on its main program stream | 3.0 |
| State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream | 336.0 |
| State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671: | 6.0 |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? | Yes |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | Yes |

Digital Core
Programs(42)

| Digital Core Program (1 of 42) | Response |
|--|---|
| Program Title | The Emperor's New School (ABC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/8-8:30 AM CT (through Saturday, August 27, 2011) |
| Total times aired at regularly scheduled time | 9 |
| Total times aired | 13 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 8 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Kuzco, a youth who is heir to the throne of a mythical Andean country, must graduate from Kuzco Academy before he can become Emperor of his land. He lives with a peasant foster family and faces the intellectual, physical and social challenges that all teens face, while also preparing to rule justly and well. Sometimes Kuzco wonders whether being Emperor for the rest of his days will be a pleasure or a trap. Kuzco thwarts attempts by the nefarious Yzma and her henchman, Kronk, to stop him from doing well in school. If Kuzco were to fail at his class work, Yzma would become Empress. Kuzco struggles to complete his assignments and stay on track. Only if he remains steadfast, studies hard, learns from his mistakes, and can relate to citizens at all levels of society, will he ascend the throne. His best friend Malina, an excellent student, attempts to help Kuzco stay out of trouble and achieve his goals. Series episodes explore issues such as coping with peer pressure, respecting authority, taking responsibility, adhering to family and school rules, accepting differences, building self-esteem and trust. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (2 of 42) | Response |
|--|--|
| Program Title | The Replacements (ABC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/8:30-9:00 AM CT (through Saturday, August 27, 2011) |
| Total times aired at regularly scheduled time | 9 |
| Total times aired | 13 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 8 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Riley and Todd, siblings who were raised in an orphanage after the death of their parents, long to be adopted. They find a comic book advertisement for Fleemco, an agency that will provide "Replacement" parents or adults to substitute for certain individuals. Brother and sister decide to send in the \$1.98 fee in hopes of obtaining parents to replace their lost ones. They acquire an unorthodox pair of Replacement parents, Dick Daring and Agent K. Dick is a former daredevil stuntman and Agent K is a British super-spy. Neither seems to know much about parenting, although their intentions are good. Agent K's highly intelligent automobile, C.A.R., her former spy partner, also joins the household. Their attempts to forge a family and adjust to a new school are both touching and comedic. Riley and Todd discover that they can call Fleemco to request replacement of any adult whom they dislike, who is overly strict, or who is merely uninteresting. The temporary Replacements for teachers, neighbors or other community figures never prove to be as exciting or fun as the siblings had hoped, and are often immature and obnoxious. As things go awry, Riley and Todd learn that they need adult leadership, discipline, role models, order and structure. By the end of each story they are eager to return the Replacement and reinstate the original adult. Stories revolve around issues such as cooperating with household/family rules, taking responsibility, fairness, building self-esteem, and trust. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (3 of 42) | Response |
|--|--|
| Program Title | That's So Raven (ABC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/9:00-9:30 AM CT (through Saturday, August 27, 2011) |
| Total times aired at regularly scheduled time | 9 |
| Total times aired | 13 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 10 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Raven Baxter, who has inherited her grandmother's gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the Core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (4 of 42) | Response |
|--|--|
| Program Title | That's So Raven (ABC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/9:30-10:00 AM CT (through Saturday, August 27, 2011) |
| Total times aired at regularly scheduled time | 9 |
| Total times aired | 13 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 10 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Raven Baxter, who has inherited her grandmother's gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the Core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (5 of 42) | Response |
|--|---|
| Program Title | Hannah Montana (ABC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/10-10:30 AM CT (through Saturday, August 27, 2011) |
| Total times aired at regularly scheduled time | 9 |
| Total times aired | 13 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 10 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Thirteen-year-old Miley Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star "Hannah Montana". Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about Miley's career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Miley wears blonde wigs while performing, and manages to escape being recognized. Miley's mother died three years before the story begins, so her dad is now a single parent. He has just begun dating again. Miley misses her mother very much. One of the songs that she writes and performs is about the pain of growing up without her mother. Unlike her brother, Miley is a dedicated student. At school, her enemies are Amber and Ashley, two girls who constantly bully Miley. Oliver and Lilly are fiercely protective of their friend. Miley has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. This is in no small part due to the solid values that her father, Miley's manager (Billy Rae Cyrus), has imparted. Tension and sibling rivalry do occur, especially when Jackson feels that his talented sister is getting all the attention. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (6 of 42) | Response |
|--|--|
| Program Title | The Suite Life of Zack and Cody (ABC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/10:30-11:00 AM CT (through Saturday, August 27, 2011) |
| Total times aired at regularly scheduled time | 9 |
| Total times aired | 13 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 11 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Those episodes of "The Suite Life of Zack and Cody" that air on ABC as Core Programming deliver life lessons tailored for the older child and "tween" audience. Stories take place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom, a lounge singer for the Tipton Hotel. The boys attend a local public middle school. One of the twins is polite and shy and excels in academics, while the other, athletic and extroverted, barely scrapes by in school, due to lack of effort. He often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. The boy's mother dates and would like to remarry. Their father is a professional rock musician who is on the road much of the year, but stays in touch with his sons. This sets up occasional parental conflicts about discipline and expectations. Parallel stories involve two teenage girls: heiress London Tipton, whose father owns the hotel, and Maddie, a girl who works after school at the hotel snack bar. Unlike London, Maddie attends a parochial girls' school and comes from a working class Boston family. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family budget limitations, responsibility, self-esteem, and peer pressure. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (7 of 42) Response | |
|--|---|
| Program Title | Jack Hanna's Wild Countdown (ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 8:00-8:30am CT |
| Total times aired at regularly scheduled time | 4 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face-to face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories. What are the top ten 'fastest animals in Africa,' 'tallest insects,' 'biggest eaters,' 'smartest birds'...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| | |
|---|--|
| Program Title | Ocean Mysteries w/Jeff Corwin (ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 8:30-9:00am CT |
| Total times aired at regularly scheduled time | 4 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 - and beyond -by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know - and care- about these heroes, and all of the fascinating life teeming in our oceans. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (9 of 42) | Response |
|---|------------------------|
| Program Title | Born To Explore (ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 9:00-9:30am |

| | |
|--|--|
| Total times aired at regularly scheduled time | 4 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Developed and produced for 13- 16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and manmade treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, brining the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live a the base of an active volcano, or travels down the Nile River, viewers will travels the world without leaving their homes. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (10 of 42) | Response |
|--|----------------------------|
| Program Title | Culture Click (ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 9:30-10:00am CT |

| | |
|--|---|
| Total times aired at regularly scheduled time | 4 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Culture Click is a weekly half-hour series that explores the genesis of - and reasons behind- cultural events that permeate our everyday lives. Developed and produced for viewers aged 13-16, host Nzinga Blake opens each episode from her virtual reality set with a list of what's trending on search engines that week. These topics will serve as a jumping-off point for a deep dive into the culture viewers 13-16 will embrace. Each week Nzinga will analyze and answer the questions that shape our society - using the power and speed of the internet and user-generated questions and content. Experts in pop culture will join her to add insight and historical perspective. And most importantly, viewers will come away with a week's work of "aha" moments to share with their friends and family. Six degrees of separation takes on a whole new meaning, and there's no limit to what viewers will learn when they experience Culture Click. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (11 of 42) | Response |
|--|-----------------------------|
| Program Title | Everyday Health (ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 10:00-10:30am CT |

| | |
|--|---|
| Total times aired at regularly scheduled time | 4 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | In this weekly half-hour series developed and produced to educate and inform viewers ages 13-16, our hosts scan the country finding those who 'pay it forward' to promote health and wellness. The remarkable people that viewers meet are referred to as 'agents of change,' special individuals who are making big changes in people's lives, one small step at a time. Everyday Health is a series that uniquely raises awareness to help fight obesity, raise self-esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday Health, through captivating storytelling, reports on amazing teens and other selfless Americans who are 'paying it forward,' with good will and new ideas that will inspire other teens to take action. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (12 of 42) | Response |
|--|---|
| Program Title | Food for Thought with Claire Thomas (ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 10:30-11:00am CT |

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|--|--|
| Total times aired at regularly scheduled time | 4 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Young, enthusiastic and passionate about food, Claire Thomas is the 22 year old host who opens viewers' eyes to how everyday life can inspire culinary creations in Food for Thought. Each weekly-half hour, produced for ages 13-16, informs and educates teens about the power of food as a tool for exploring new places, meeting new people and learning about different cultures. Claire serves as a role model for 13-16 year old viewers by showing her passion for her family, life, and healthy living by sharing stories in the kitchen. Creative inspiration can come from any place at any time - sometimes from family, sometimes from friends, or even from bloggers needing her help. No matter how exotic or local the location, she's always in search of new tastes and places to explore. Based on her unique perspective gathered throughout each episode, Claire will teach the audience how to prepare the "inspired" dish while promoting a healthy attitude towards food and life. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (13 of 42) | | Response |
|---|--------------------------------------|----------|
| Program Title | Made In Hollywood: Teen Edition (CW) | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | Saturday's 11:00-11:30am CT | |
| Total times aired at regularly scheduled time | 11 | |
| Total times aired | | |

| | |
|--|---|
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13- to 16-year-old viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (14 of 42) | Response |
|--|--|
| Program Title | Elizabeth Stanton's Great Big World (CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 11:00-11:30am CT |
| Total times aired at regularly scheduled time | 2 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |

| | |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Elizabeth Stantons Great Big World provides dynamic core programming in the areas of particular concern to young teens; including global, social, educational, and wellness issues. Award-winning teen hostess Elizabeth Stanton and select celebrity friends travel around the world volunteering in areas of specific need ranging from feeding the hungry in the slums of Kenya to bringing hearing aids to Vietnamese neighborhoods whose citizens have experienced high rates of profound deafness and hearing loss. Great Big World offers a dynamic television experience for teens - combining the exciting, fun, and diverse experiences of world exploration with the life-changing volunteer opportunities available in these same areas. Various age-appropriate global issues are introduced to the viewing audience through indepth and thoughtful interviews with Elizabeth, her travel buddies, and the friends they meet along their journey. In addition, Elizabeth and friends personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors in addition to educating them on where and how to find volunteer opportunities. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (15 of 42) | | Response |
|--|--|---|
| Program Title | | Made in Hollywood: Teen Edition (CW) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Saturday's 11:30am-12:00pm CT |
| Total times aired at regularly scheduled time | | 13 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | | 30 mins |
| Age of Target Child Audience | | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13- to 16-year-old viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | | Yes |

| Digital Core Program (16 of 42) | | Response |
|---------------------------------|--|----------|
|---------------------------------|--|----------|

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|---|---|
| Program Title | Edgemont (CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 10:00-10:30am CT |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (17 of 42) | Response |
|---|---------------------------|
| Program Title | Wild, Ltd. (CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 10:00-10:30am CT |
| Total times aired at regularly scheduled time | 1 |
| Total times aired | |

| | |
|--|---|
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Wild Ltd is a half hour series created and designed with the focus of educating and entertaining children from 13 to 16 years of age. In each episode the cameras follow Game Ranger Michelle Garforth-Venter, on her adventures both on land and under the water. Michelle meets researchers and veterinarians and learns about their work - suggesting job opportunities in the conservation world. Michelle always teaches about the anatomy of the species at hand, the conservation listing and how we can better preserve their population numbers. Each episode is designed to reveal to children the value of wild spaces and the creatures that live within. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (18 of 42) | | Response |
|--|--|---------------------------|
| Program Title | | Edgemont (CW) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Sunday's 10:30-11:00am CT |
| Total times aired at regularly scheduled time | | 12 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | | 30 mins |

| | |
|--|---|
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (19 of 42) | | Response |
|--|--|---|
| Program Title | | Made In Hollywood: Teen Edition (CW) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Sunday's 10:30-11:00am CT |
| Total times aired at regularly scheduled time | | 1 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | | 30 mins |
| Age of Target Child Audience | | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13- to 16-year-old viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | | Yes |

| Digital Core Program (20 of 42) | | Response |
|---------------------------------|--|---------------|
| Program Title | | Edgemont (CW) |

| | |
|---|---|
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 11:00-11:30am CT |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (21 of 42) | |
|---|---------------------------|
| | Response |
| Program Title | Live Life and Win (CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 11:00-11:30am CT |
| Total times aired at regularly scheduled time | 1 |
| Total times aired | |

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|--|--|
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Early and middle adolescence is an exciting yet a challenging period in one's life. Adolescents across the demographic spectrum and from all walks of life grapple with a number of pivotal but normal developmental milestones, such as preparing for more independence and responsibility, and experiencing change in relationships with family and peers. With increased self reliance, young people make more of their own choices. And all the while, one cannot overlook that they grow in a dynamic, diverse, and complex world that offers both opportunities and social challenges. The goals of the series are to encourage the 13 to 16 year old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills necessary to "Live Life and Win!". |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (22 of 42) Response | |
|--|-----------------------------|
| Program Title | Edgemont (CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 11:30am-12:00pm CT |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |

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|--|---|
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (23 of 42) | Response |
|--|-----------------------------|
| Program Title | On The Spot (CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 11:30am-12:00pm CT |
| Total times aired at regularly scheduled time | 1 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |

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|--|--|
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | On the Spot was created by the award-winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30-minute E/I program for teens ages 13+, is based on the Common Core State Standards. The show uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (24 of 42) | | Response |
|--|--|--|
| Program Title | | The Country Mouse and the City Mouse Adventures (THIS) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Monday - Friday 8:30-9:00am CT |
| Total times aired at regularly scheduled time | | 61 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | | 30 mins |
| Age of Target Child Audience | | 4 years to 9 years |

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|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The much-loved children's fable comes to television in a brand new way, full of mysteries, adventures and characters with a unique mouse perspective on the world. Come along with Emily, the practical Country Mouse, and her sophisticated City Mouse cousin, Alexander. These two affable travelers visit friends and family around the globe, stumbling across mastermind criminals, royalty, famous inventors, artists and an array of fellow adventurers. Each adventure is based on a real event that took place at the beginning of the 20th century. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (25 of 42) | | Response |
|--|---|----------|
| Program Title | Liberty's Kids (THIS) | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | Monday - Friday 8:30-9:00am CT | |
| Total times aired at regularly scheduled time | 5 | |
| Total times aired | | |
| Number of Preemptions | 0 | |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | 30 mins | |
| Age of Target Child Audience | 7 years to 12 years | |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This exciting series thrusts the viewer into the dramatic fray of the War of Independence, as seen through the eyes of two kids who've been taken in and given jobs as roving reporters by the Renaissance man of the Revolution, Ben Franklin. British teen Sarah sees both sides of the war and doesn't like either, while American teen Gregory is a passionate defender of freedom and liberty. French orphan Henri, who's also taken in by Ben, may be younger than his new "big brother" and "big sister", but he often sees most clearly. The series is packed with action, yet it confronts moral decisions head on. It's not concerned with the politics of history, but uses the drama of the events as a backdrop for the conflicts faced by its protagonists. | |

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| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
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| Digital Core Program (26 of 42) | | Response |
|--|--|---|
| Program Title | | Green Screen Adventures (THIS) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Saturday's 9:00-9:30am CT |
| Total times aired at regularly scheduled time | | 13 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | | 30 mins |
| Age of Target Child Audience | | 7 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C"s as well as the three "R"s - Curiosity, Confidence, Citizenship, Compassion. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | | Yes |

| Digital Core Program (27 of 42) | | Response |
|---------------------------------|--|----------------------------|
| Program Title | | Busytown Adventures (THIS) |

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|--|--|
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sturday's 9:30-10:00am CT |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 3 years to 7 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (28 of 42) | | Response |
|--|--|---|
| Program Title | | The Busy World of Richard Scarry (THIS) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Saturday's 10:00-10:30am CT |
| Total times aired at regularly scheduled time | | 13 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | | 30 mins |
| Age of Target Child Audience | | 2 years to 3 years |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (29 of 42) | | Response |
|--|--|--|
| Program Title | | The Busy World of Richard Scarry (THIS) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Saturday's 10:30-11:00am CT |
| Total times aired at regularly scheduled time | | 13 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | | 30 mins |
| Age of Target Child Audience | | 2 years to 3 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | | Yes |

| Digital Core Program (30 of 42) | | Response |
|---|--|-----------------------------|
| Program Title | | Cake (THIS) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Saturday's 11:00-11:30am CT |
| Total times aired at regularly scheduled time | | 12 |

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|--|---|
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 8 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Cake, super creative teen, hosts a cable access show,Cake TV, with the help of her three best friends, Miracle, Amy and Benjamin. The show is produced out of Cakes garage and co-hosted by the three girls who show their audience how to take ordinary, everyday items (t-shirts, CD cases, plush toys) and make them extraordinary using a little imagination, and a glue gun! |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Preemption Programs #1

| Questions | Response |
|--|------------------|
| Title of Program | Cake (THIS) |
| List date and time rescheduled | 7/29/11 @ 9:00am |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-07-23 |
| Episode # | |
| Reason for Preemption | Other |

| Digital Core Program (31 of 42) | Response |
|--|-------------------------------|
| Program Title | Dance Revolution (THIS) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 11:30am-12:00pm CT |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |

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|--|--|
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 10 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Tweens and teens bring their freshest moves to Dance Revolution, the sensational dance competition where teams of dancers incorporate innovative moves into their existing choreography and create revolutionary new routines. Hosted by popular DJ Rick, kid-friendly celebrity judges determine the winners as the dance crews perform to the juicy sounds of the Dance Revolution house band, the Slumber Party Girls! Find out who takes home the Grand Prize of a \$20,000 scholarship! |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (32 of 42) | Response |
|--|--|
| Program Title | Stargate Infinity (THIS) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 9:00-9:30am CT |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 9 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | In this animated action-adventure series based on MGMs successful sci-fi movie and television franchise Stargate, four exceptional Air Force Academy cadets and a wrongly court-martialed Stargate veteran must travel through the gated wormholes from one planet to the next in order to protect a mysterious alien creature from the sinister clutches of a new extraterrestrial enemy. Together they must learn to adapt to new cultures and each other while trying to find a safe haven for the alien and clear their names so they can return home. |

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| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
|---|-----|

| Digital Core Program (33 of 42) | Response |
|--|--|
| Program Title | Magi Nation (THIS) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 9:30-10:00am CT |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 7 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Young Tony Jones is an average teen from Earth who finds himself mysteriously transported to the magical world of Magi-Nation. In these Moonlands Tony befriends two young Magi heroes-in-training who join him on a journey to defeat the evil Shadow Magi who are out to rule their world. Along with their trusty collection of Dream Creatures these new friends must solve riddles, battle evil and discover the secrets hidden in each region on the Moonlands. During their adventures, they just might discover some secrets about themselves! |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (34 of 42) | Response |
|---------------------------------|------------------|
| Program Title | Turbo Dogs (NBC) |
| Origination | Network |

| | |
|--|--|
| Days/Times Program Regularly Scheduled | Saturday's 9:00am - 9:30am CT |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Turbo Dogs is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Preemption Programs #1

| Questions | Response |
|--|------------------------|
| Title of Program | Turbo Dogs (NBC) |
| List date and time rescheduled | 7/9/2011 at 12:00pm CT |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-07-02 |
| Episode # | |
| Reason for Preemption | Sports |

| Digital Core Program (35 of 42) | Response |
|--|--|
| Program Title | Shelldon (NBC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 9:30-10:00am CT |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Shelldon is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Preemption Programs #1

| Questions | Response |
|-----------|----------|
|-----------|----------|

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|--|------------------------|
| Title of Program | Sheldon (NBC) |
| List date and time rescheduled | 7/9/2011 at 12:30pm CT |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-07-02 |
| Episode # | |
| Reason for Preemption | Sports |

| Digital Core Program (36 of 42) | Response |
|--|--|
| Program Title | The Magic School Bus (NBC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 10:00-10:30am CT |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Magic School Bus is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a social-emotional problem to solve that is embedded into the story line. |

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| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
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Digital Preemption Programs #1

| Questions | Response |
|--|----------------------------|
| Title of Program | The Magic School Bus (NBC) |
| List date and time rescheduled | 7/10/2011 at 1:00pm CT |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-07-02 |
| Episode # | |
| Reason for Preemption | Sports |

| Digital Core Program (37 of 42) Response | |
|--|-----------------------------|
| Program Title | Babar (NBC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 10:30-11:00am CT |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |

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|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | BABAR - Based on the books by Laurent de Brunhoff, Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Preemption Programs #1

| Questions | Response |
|--|-----------------------|
| Title of Program | Babar (NBC) |
| List date and time rescheduled | 7/9/2011 at 1:30pm CT |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-07-02 |
| Episode # | |
| Reason for Preemption | Sports |

| Digital Core Program (38 of 42) | Response |
|--|-----------------------------|
| Program Title | Willas Wild Life (NBC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 11:00-11:30am CT |
| Total times aired at regularly scheduled time | 11 |
| Total times aired | 13 |
| Number of Preemptions | 2 |
| Number of Preemptions for other than Breaking News | |

| | |
|--|---|
| Number of Preemptions Rescheduled | 2 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Willa's Wild Life, based on the book An Octopus Followed Me Home, by Dan Yaccarino, is an animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets - an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Preemption Programs #1

| Questions | Response |
|--|-------------------------|
| Title of Program | Willas Wild Life (NBC) |
| List date and time rescheduled | 7/10/2011 at 11:30am CT |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-07-02 |
| Episode # | |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|------------------------|
| Title of Program | Willas Wild Life (NBC) |
| List date and time rescheduled | 9/17/2011 at 8:00am CT |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-09-17 |
| Episode # | |

| | | |
|--|---|--------|
| Reason for Preemption | | Sports |
| Digital Core Program (39 of 42) | | |
| | Response | |
| Program Title | Pearlie (NBC) | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | Saturday's 11:30am-12:00pm CT | |
| Total times aired at regularly scheduled time | 11 | |
| Total times aired | 13 | |
| Number of Preemptions | 2 | |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | 2 | |
| Length of Program | 30 mins | |
| Age of Target Child Audience | 6 years to 10 years | |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | <p>Pearlie is an animated comedy series based on the children's book series, Pearlle the Park Fairy by Wendy Harmer. Pearlle is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6 to 10-year-old range, episodes focus on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlle was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order, she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlle's nemesis and cousin, Saphira, often takes advantage of Pearlle's good nature which requires that Pearlle must also frequently outwit the park bully. In each episode, Pearlle approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.</p> | |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes | |

Digital Preemption Programs #1

| Questions | Response |
|--|-------------------------|
| Title of Program | Pearlie (NBC) |
| List date and time rescheduled | 7/10/2011 at 12:00pm CT |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-07-02 |
| Episode # | |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|------------------------|
| Title of Program | Pearlie (NBC) |
| List date and time rescheduled | 9/17/2011 at 8:30am CT |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-09-17 |
| Episode # | |
| Reason for Preemption | Sports |

| Digital Core Program (40 of 42) | Response |
|--|---------------------------|
| Program Title | Aqua Kids (NBC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday's 10:30-11:00am CT |
| Total times aired at regularly scheduled time | 10 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |

| | |
|--|--|
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Aqua Kids provides CORE programming in the area of biology and specifically the ecosystem related to the ocean, its tributaries and estuaries. Children can learn about the resources of the oceans and how protection of oceans is necessary to present and future generations. Not only does the show teach biological topics, but it aims to enrich children's lives by making them aware of future generations, the role they play now, and for generations into the future, with the biggest ecosystem on earth - the oceans. Each episode provides information related to a specific topic and gives an educational approach to understand the topic related to the entire ecosystem of the earth. Aqua Kids provides kids with a way to learn about the diversity of marine animals around the world and the importance of preserving their fragile aquatic habitats. Through the use of hands-on collaboration between kids and science researchers and educators, Aqua Kids encourages children to take an active role in protecting the future of their communities and the world. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (41 of 42) | | Response |
|--|--|---------------------------|
| Program Title | | Real Life 101 (NBC) |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Sunday's 10:00-10:30am CT |
| Total times aired at regularly scheduled time | | 3 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |

| | |
|--|---|
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (42 of 42) | Response |
|--|---------------------------|
| Program Title | Mad About (NBC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday's 10:30-11:00am CT |
| Total times aired at regularly scheduled time | 3 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |

| | |
|--|---|
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Mad About, is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. MadAbout conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

Non-Core
Educational and
Informational
Programming (0)

**Sponsored Core
Programming (0)**

Liaison Contact

| Question | Response |
|---|--|
| Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11) (iii)? | Yes |
| Name of children's programming liaison | Lisa Patrow |
| Address | 5545 Hwy 93 |
| City | Eau claire |
| State | WI |
| Zip | 54701 |
| Telephone Number | 715-835-1881 |
| Email Address | lpatrow@wqow.com |
| Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3. | 3rd quarter 2011 WQOW COMMUNITY EVENTS WQOW's THIS TV programming (core programming 24-33) is being distributed only by fiber feed to MVPDs, and it is not currently broadcastng over the air. It has, nonetheless, been included in this report, except it was not added to items 8(a) and 8(b). WQOW was a sponsor of the Gus Macker three on three basketball tournament in July. We also had a team participate in the event. WQOW was a sponsor of the Water Street Mile which raises money for the local senior center. We are continuing our Kids in Need series focusing lately on summer programs/resources for low income children. We are continuing our Kids in Need series focusing lately on summer programs /resources for low income children. On August 5, we did live shots from a Feed My People food bank fundraiser. The event raised \$40,000. Aug. 4, LeAnn Lombardo volunteered at an Xcel Energy safety fair for kids. Aug. 7, Bob Bradovich volunteered at the Special Olympics State Games Golf Tournament at Hickory Hills golf course. September 16, WQOW participating in the United Way's annual Day of Caring. Several WQOW staff members tackled painting projects at area non-profits. Saturday, September 24, Bob Bradovich was an emcee for the UWEC Athletic Hall of Fame banquet. The 3rd Annual Dancing with the Eau Claire Stars was a huge success. The event, held on Friday, September 23, raised more than \$40,000 for the Eau Claire Children's Theatre. This year, News 18's Daybreak anchor, Amie Winters was our celebrity dancer. She was 2nd runner-up! Amie Winters donated a watercolor print that she created as part of the Celebrity Art Auction for the Eau Claire Children's Museum. The auction, held Tuesday, September 27, raised more than \$20,000 for the museum. Sunday, September 11, Jerry Gallagher emceed the JDRF walk at Carson Park in Eau Claire. The event raised money for juvenile diabetes. |

Other Matters (29)

| Other Matters (1 of 29) | Response |
|--|---|
| Program Title | Jack Hanna's Wild Countdown (ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 8:00-8:30am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face-to face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories. What are the top ten 'fastest animals in Africa,' 'tallest insects,' 'biggest eaters,' 'smartest birds'...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown. |

| Other Matters (2 of 29) | Response |
|---|-------------------------------------|
| Program Title | Ocean Mysteries w/Jeff Corwin (ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 8:30-9:00am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |

| | |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 - and beyond -by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know - and care- about these heroes, and all of the fascinating life teeming in our oceans. |
|--|--|

| Other Matters (3 of 29) | Response |
|--|--|
| Program Title | Born To Explore (ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 9:00-9:30am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Developed and produced for 13- 16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and manmade treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, brining the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live a the base of an active volcano, or travels down the Nile River, viewers will travels the world without leaving their homes. |

| Other Matters (4 of 29) | Response |
|---|----------------------------|
| Program Title | Culture Click (ABC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 9:30-10:00am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |

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|--|---|
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Culture Click is a weekly half-hour series that explores the genesis of - and reasons behind- cultural events that permeate our everyday lives. Developed and produced for viewers aged 13-16, host Nzinga Blake opens each episode from her virtual reality set with a list of what's trending on search engines that week. These topics will serve as a jumping-off point for a deep dive into the culture viewers 13-16 will embrace. Each week Nzinga will analyze and answer the questions that shape our society - using the power and speed of the internet and user-generated questions and content. Experts in pop culture will join her to add insight and historical perspective. And most importantly, viewers will come away with a week's work of "aha" moments to share with their friends and family. Six degrees of separation takes on a whole new meaning, and there's no limit to what viewers will learn when they experience Culture Click. |

| Other Matters (5 of 29) | Response |
|---|-----------------------------|
| Program Title | Everyday Health (AB) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 10:00-10:30am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |

| | |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | In this weekly half-hour series developed and produced to educate and inform viewers ages 13-16, our hosts scan the country finding those who 'pay it forward' to promote health and wellness. The remarkable people that viewers meet are referred to as 'agents of change,' special individuals who are making big changes in people's lives, one small step at a time. Everyday Health is a series that uniquely raises awareness to help fight obesity, raise self-esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday Health, through captivating storytelling, reports on amazing teens and other selfless Americans who are 'paying it forward, 'with good will and new ideas that will inspire other teens to take action. |
|--|---|

| Other Matters (6 of 29) | Response |
|-------------------------|--|
| Program Title | Food For Thought w/Claire Thomas (ABC) |
| Origination | Syndicated |

| | |
|--|--|
| Days/Times Program Regularly Scheduled | Saturday's 10:30-11:00am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Young, enthusiastic and passionate about food, Claire Thomas is the 22 year old host who opens viewers' eyes to how everyday life can inspire culinary creations in Food for Thought. Each weekly-half hour, produced for ages 13-16, informs and educates teens about the power of food as a tool for exploring new places, meeting new people and learning about different cultures. Claire serves as a role model for 13-16 year old viewers by showing her passion for her family, life, and healthy living by sharing stories in the kitchen. Creative inspiration can come from any place at any time - sometimes from family, sometimes from friends, or even from bloggers needing her help. No matter how exotic or local the location, she's always in search of new tastes and places to explore. Based on her unique perspective gathered throughout each episode, Claire will teach the audience how to prepare the "inspired" dish while promoting a healthy attitude towards food and life. |

| Other Matters (7 of 29) | Response |
|--|---|
| Program Title | Elizabeth Stanton's Great Big World (CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 11:00-11:30am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Elizabeth Stanton Great Big World provides dynamic core programming in the areas of particular concern to young teens; including global, social, educational, and wellness. |

| Other Matters (8 of 29) | Response |
|---|--------------------------------------|
| Program Title | Made in Hollywood: Teen Edition (CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 11:30am-12:00pm CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |

| | |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13- to 16-year-old viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries. |
|--|---|

| Other Matters (9 of 29) | Response |
|--|---|
| Program Title | Wild, LTD (CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 10:00-10:30am CT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Wild Ltd is a half hour series created and designed with the focus of educating and entertaining children from 13 to 16 years of age. In each episode the cameras follow Game Ranger Michelle Garforth-Venter, on her adventures both on land and under the water. Michelle meets researchers and veterinarians and learns about their work - suggesting job opportunities in the conservation world. Michelle always teaches about the anatomy of the species at hand, the conservation listing and how we can better preserve their population numbers. Each episode is designed to reveal to children the value of wild spaces and the creatures that live within. |

| Other Matters (10 of 29) | Response |
|--|---|
| Program Title | Made In Hollywood: Teen Edition (CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 10:30-11:00am CT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13- to 16-year-old viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries. |

| Other Matters (11 of 29) | Response |
|--------------------------|------------------------|
| Program Title | Live Life and Win (CW) |

| | |
|--|--|
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 11:00-11:30am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Early and middle adolescence is an exciting yet a challenging period in one's life. Adolescents across the demographic spectrum and from all walks of life grapple with a number of pivotal but normal developmental milestones, such as preparing for more independence and responsibility, and experiencing change in relationships with family and peers. With increased self reliance, young people make more of their own choices. And all the while, one cannot overlook that they grow in a dynamic, diverse, and complex world that offers both opportunities and social challenges. The goals of the series are to encourage the 13 to 16 year old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills necessary to "Live Life and Win!". |

| Other Matters (12 of 29) | Response |
|---|-----------------------------|
| Program Title | On The Spot (CW) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 11:30am-12:00pm CT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |

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|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | On the Spot was created by the award-winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30-minute E/I program for teens ages 13+, is based on the Common Core State Standards. The show uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer. |
|--|--|

| Other Matters (13 of 29) | Response |
|--|---|
| Program Title | Liberty's Kids (THIS) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Monday - Friday 8:30-9:00am CT |
| Total times aired at regularly scheduled time | 65 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 7 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This exciting series thrusts the viewer into the dramatic fray of the War of Independence, as seen through the eyes of two kids who've been taken in and given jobs as roving reporters by the Renaissance man of the Revolution, Ben Franklin. British teen Sarah sees both sides of the war and doesn't like either, while American teen Gregory is a passionate defender of freedom and liberty. French orphan Henri, who's also taken in by Ben, may be younger than his new "big brother" and "big sister", but he often sees most clearly. The series is packed with action, yet it confronts moral decisions head on. It's not concerned with the politics of history, but uses the drama of the events as a backdrop for the conflicts faced by its protagonists. |

| Other Matters (14 of 29) | Response |
|---|--------------------------------|
| Program Title | Green Screen Adventures (THIS) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 9:00-9:30am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 7 years to 13 years |

| | |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C"s as well as the three "R"s - Curiosity, Confidence, Citizenship, Compassion. |
|--|---|

| Other Matters (15 of 29) | Response |
|--|--|
| Program Title | Busytown Mysteries (THIS) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 9:30-10:00am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 3 years to 7 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery. |

| Other Matters (16 of 29) | Response |
|--|--|
| Program Title | Busy World of Richard Scarry (THIS) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 10:00am-10:30am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 3 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. |

| Other Matters (17 of 29) | Response |
|---|-------------------------------------|
| Program Title | Busy World of Richard Scarry (THIS) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 10:30-11:00am CT |
| Total times aired at regularly scheduled time | 14 |

| | |
|--|--|
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 3 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. |

| Other Matters (18 of 29) | Response |
|--|--|
| Program Title | Dino Squad (THIS) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 11:00-11:30am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 9 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | As if high school wasn't monstrous enough! Five quirky teens suddenly gain powers to transform into Dinosaurs, while their wise and mysterious teacher, Mrs. Moyniha, guides them while they work together demonstrating their uique abilities to protect the Earth. Meanwhile, an anthropomorphic Velociraptor, a transforming half-human, half dinosaur corporate executive, is creating mutant-suars in his effort to accelerate Global Warming. And yes, they still have to get their homework done. |

| Other Matters (19 of 29) | Response |
|--|--|
| Program Title | Dino Squad (THIS) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 11:30am-12:00pm CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 9 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | As if high school wasn't monstrous enough! Five quirky teens suddenly gain powers to transform into Dinosaurs, while their wise and mysterious teacher, Mrs. Moyniha, guides them while they work together demonstrating their uique abilities to protect the Earth. Meanwhile, an anthropomorphic Velociraptor, a transforming half-human, half dinosaur corporate executive, is creating mutant-suars in his effort to accelerate Global Warming. And yes, they still have to get their homework done. |

| Other Matters (20 of 29) | Response |
|--------------------------|----------|
|--------------------------|----------|

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|---|--|
| Program Title | Doodlebops RRS (THIS) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday's 9:00-9:30am CT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Together kids favorite rockin' band, The Doodlebops, and their fans explore the world of the Doodlenet on their magical tour bus. Deedee, Rooney, and Moe Doodle help their fans, and themselves, solve preschool relatable problems by journeying to fun, new destinations. Want to visit a gigantic water park for a day to conquer your fear of swimming? No problem! Ready to travel into a giant's mouth to see why you should brush your teeth? Hold on tight! With a little song, dance, and teamwork the Doodlebops are always ready to rock into a new adventure! |

| Other Matters (21 of 29) | Response |
|---|---|
| Program Title | Doodlebops (THIS) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays 9:30-10:00am CT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops are kids favorite rock band. This musical comedy series for children stars Deedee, Rooney and Moe Doodle three multi-talented rock stars who are always singing, dancing and learning from each other. They are the ultimate rock and roll band! Join The Doodlebops as they hang out and practice their song and dance routines in the coolest rehearsal space imaginable, and travel from show to show in their super cool tour bus! The Doodlebops will get kids twisting, turning, bopping and learning with their upbeat energetic music and funny stories. |

| Other Matters (22 of 29) | Response |
|---|---------------------------|
| Program Title | Turbo Dogs (NBC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 9:00-9:30am CT |

| | |
|--|--|
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Turbo Dogs is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs. |

| Other Matters (23 of 29) | Response |
|--|--|
| Program Title | Shelldon (NBC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 9:30-10:00am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Shelldon is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation. |

| Other Matters (24 of 29) | Response |
|--------------------------|----------------------------|
| Program Title | The Magic School Bus (NBC) |

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| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 10:00-10:30am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Magic School Bus is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a social-emotional problem to solve that is embedded into the story line. |

| Other Matters (25 of 29) | Response |
|---|--|
| Program Title | Babar (NBC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 10:30-11:00am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | BABAR - Based on the books by Laurent de Brunhoff, Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. |

| Other Matters (26 of 29) | Response |
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|--|--|
| Program Title | Willas Wild Life (NBC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 11:00-11:30am CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Willas's Wild Life, based on the book An Octopus Followed Me Home, by Dan Yaccarino, is an animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets - an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience. |

| Other Matters (27 of 29) | Response |
|---|-------------------------------|
| Program Title | Pearlie (NBC) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 11:30am-12:00pm CT |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Pearlie is an animated comedy series based on the children's book series, Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6 to 10-year-old range, episodes focus on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order, she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin, Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, Pearlie approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. |
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| Other Matters (28 of 29) | Response |
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| Program Title | Real Life 101 (NBC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday's 10:00-10:30am CT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. |

| Other Matters (29 of 29) | Response |
|---|---------------------------|
| Program Title | Mad About (NBC) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday's 10:30-11:00am CT |
| Total times aired at regularly scheduled time | 13 |

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| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Mad About, is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. MadAbout conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues. |

Certification

| Question | Response |
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| <p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p> | |
| <p>I certify that this application includes all required and relevant attachments.</p> | |
| <p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p> | <p>WXOW- WQOW Television, Inc.</p> |

Attachments

No Attachments.